

# California Strategic Highway Safety Plan Update



**Focus Populations**  
**October 28, 2014**



*Creating a*  
**California Culture**  
*of Safety*

# Agenda

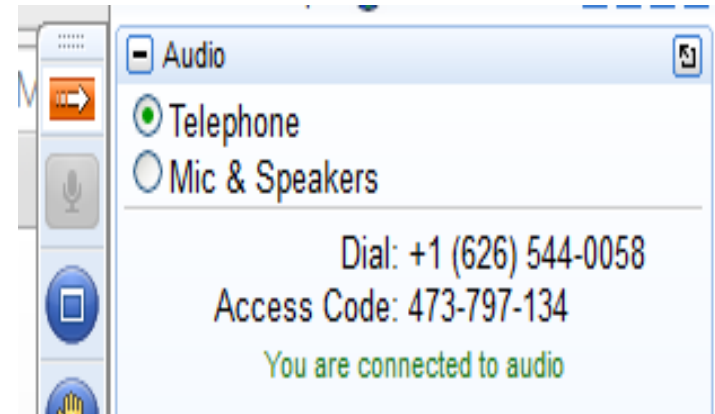
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- » Introductions
- » Webinar logistics
- » SHSP update overview
- » Goals for the webinar
- » Data presentation
- » Input on SHSP strategies

# Webinar Logistics

## » Calling In

- Webinar dialogue box
- Telephone
- Mic & Speakers
  - *Click on Telephone*
- Call in number, access code, audio pin#
  - Once dialed in, dial #, audio pin and # again

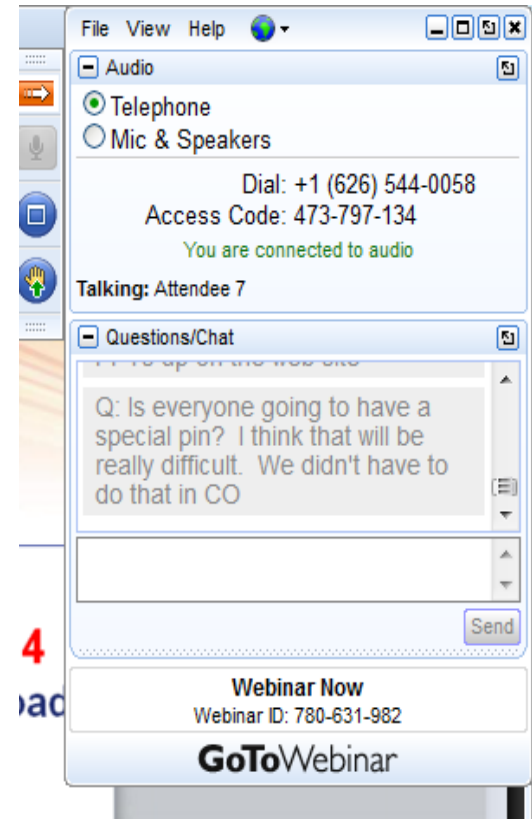




# Webinar Logistics

## » Offering comments

- Initially will be listen only mode
- Type questions in the chat window
  - We will answer chat questions first
- Raise your hand to ask a question



# Polling Question #1

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- » What type of organization do you represent? (select one)
- Municipal/County Government
  - Regional Transportation Planning Agency (MPO or RTPA)
  - State Agency
  - Tribal Government
  - Nongovernmental Organization

# SHSP Overview

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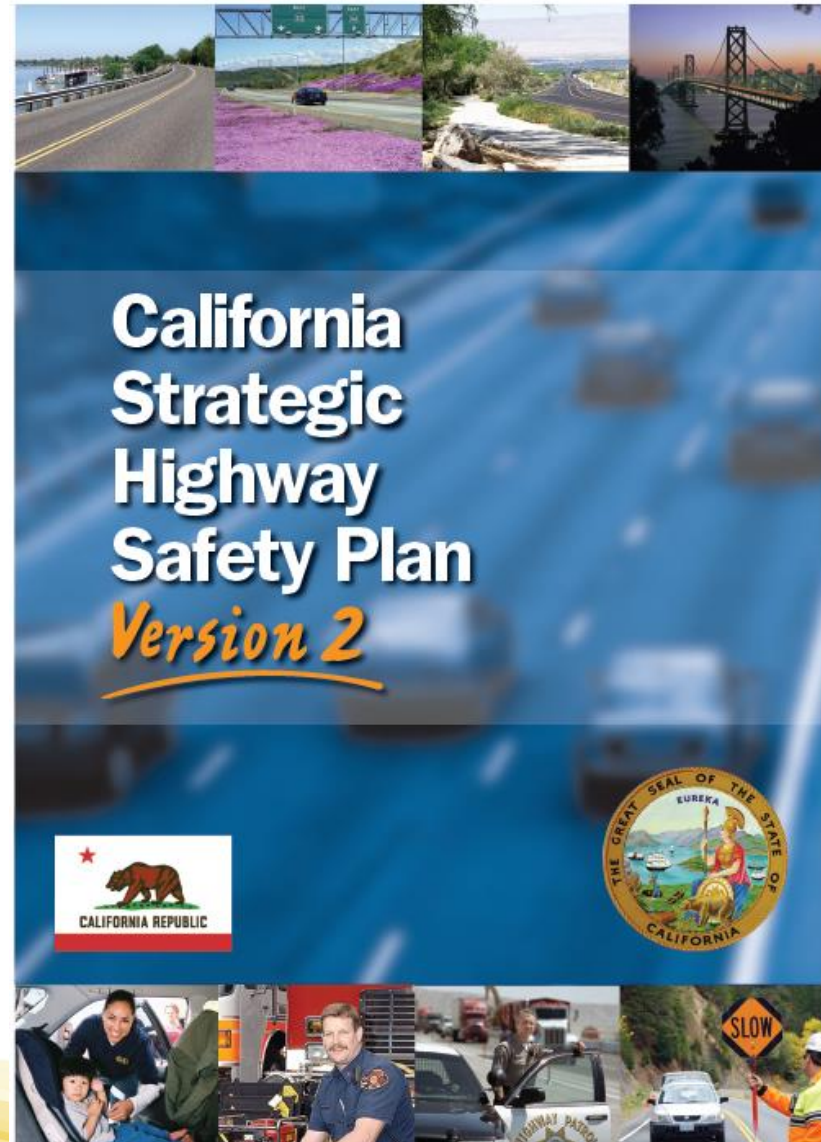
- » Federally required Statewide plan to improve traffic safety on all public roads
- » Comprehensive framework for reducing traffic fatalities and serious injuries
- » Component of Federal Highway Safety Improvement Program (HSIP)
  - Guides state HSIP investment decisions
- » Data-driven
- » Coordinated with other safety plans

# Safety Program Coordination



# CA SHSP

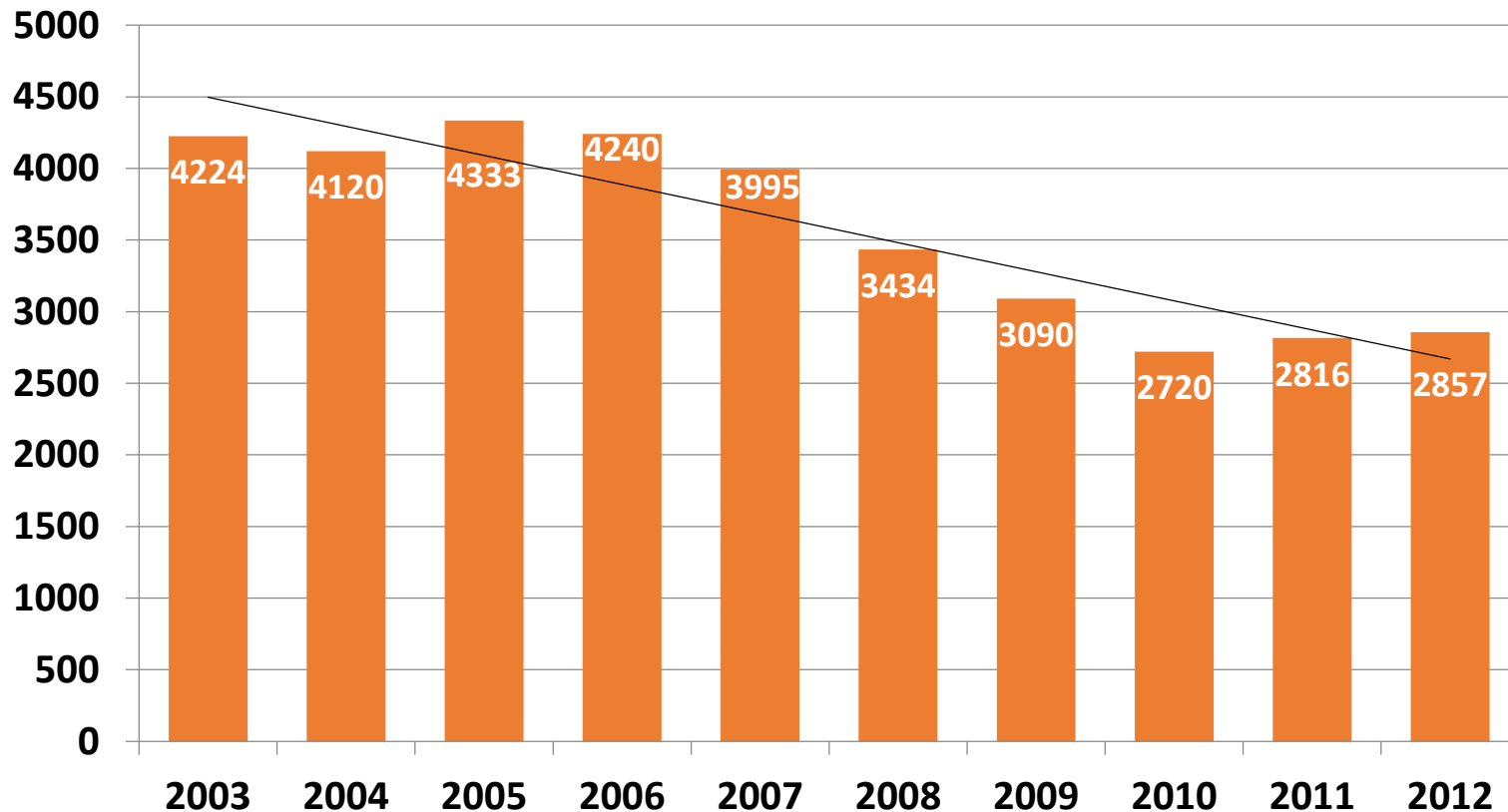
- » Developed in 2006
- » Implementation involved a wide range of safety partners





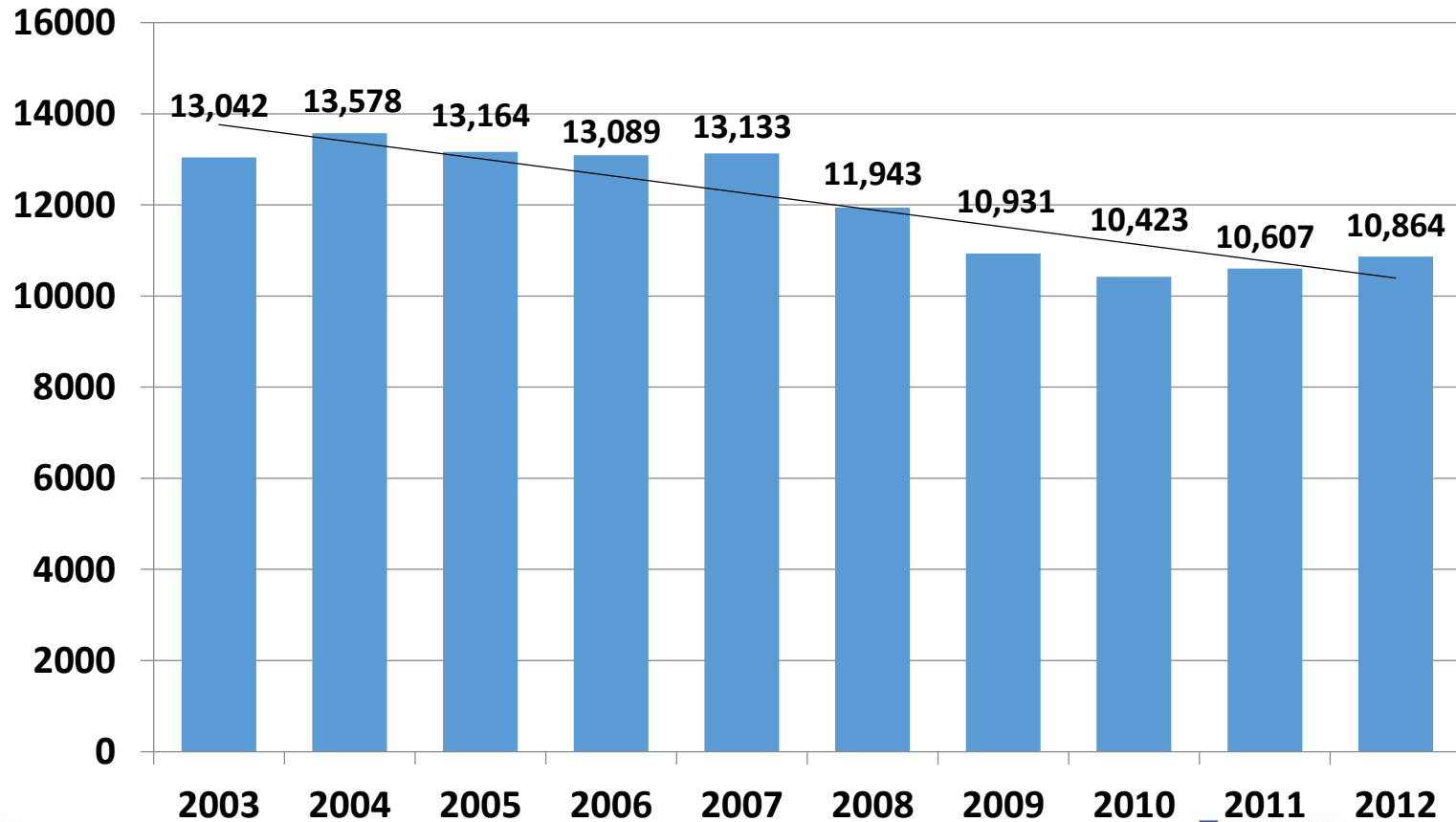
# California Fatality Trend

Annual Fatalities, 2003-2012



# California Severe Injury Trend

Annual Severe Injuries, 2003-2012



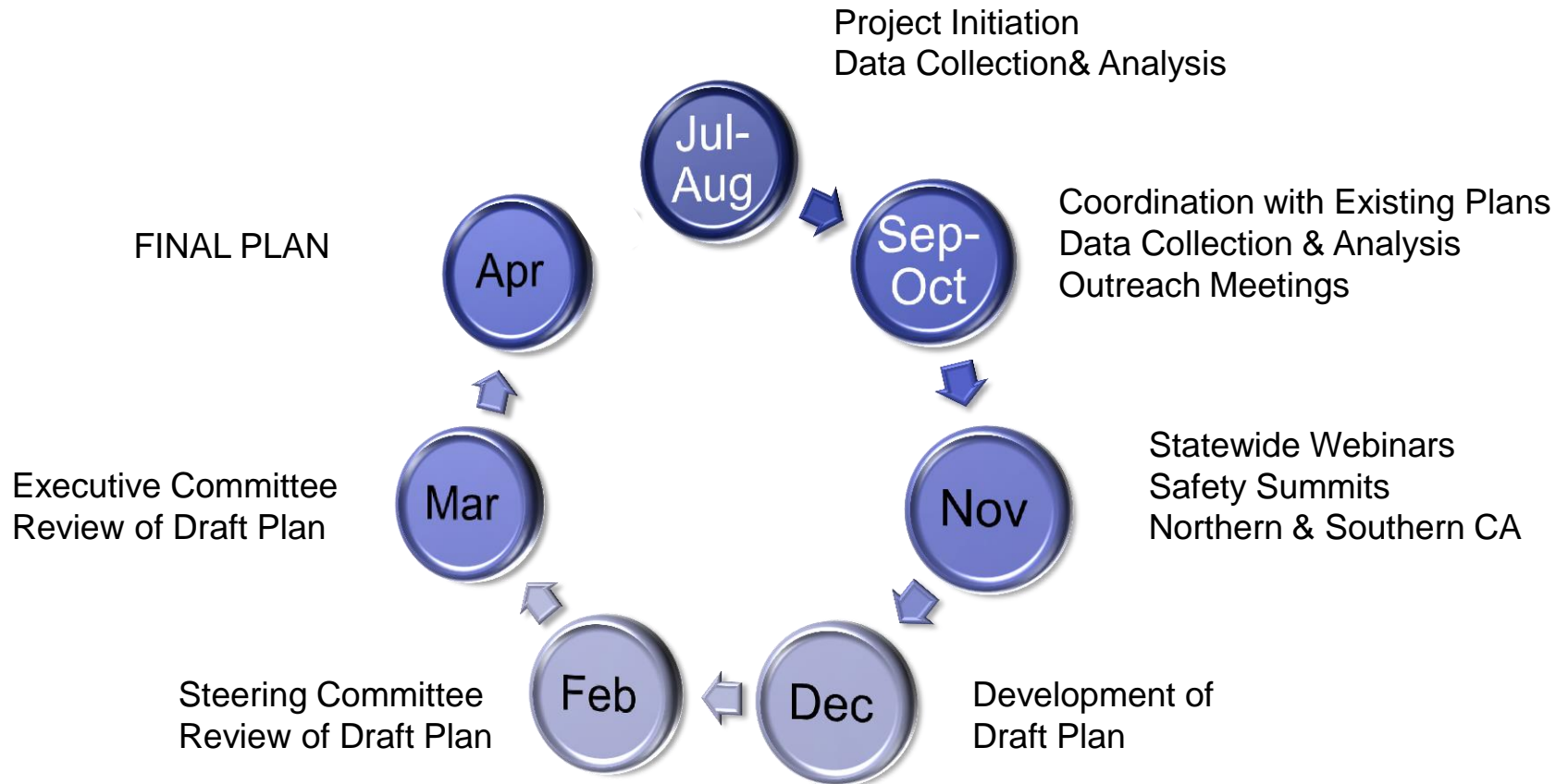
# Polling Question #2

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Have you been involved in the SHSP Previously?

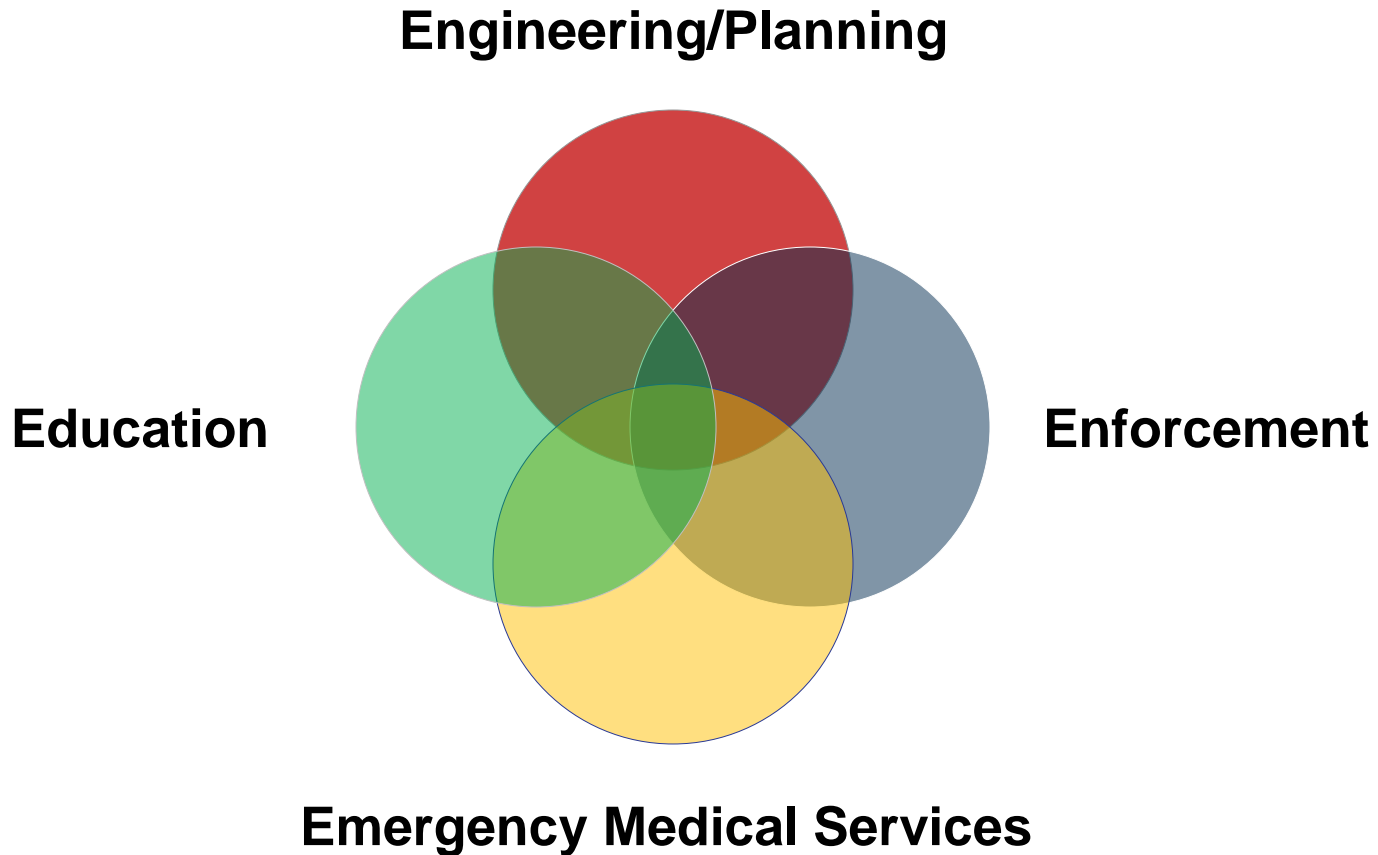
- » Yes, heavily involved
- » Yes, somewhat involved
- » No
- » I don't know

# SHSP Update Process Schedule





# The 4E's of Safety



# Polling Question #3

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- » What is your organization's primary focus or interest?  
(select one)
- Emergency Response
  - Engineering/Planning
  - Education
  - Enforcement
  - Other

# Challenge Areas

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- » Reduce Impaired Driving
- » Reduce Leaving the Roadway and Head-on Collisions
- » Ensure Drivers are Licensed and Competent
- » Increase Use of Safety Belts and Child Safety Seats
- » Reduce Young Driver Fatalities
- » Improve Commercial Vehicle Safety
- » Improve Motorcycle Safety
- » Improve Bicycling Safety
- » Improve Roadway Access, Conflicts and Movements
- » Make Walking and Street Crossing Safer
- » Improve Safety for Older Roadway Users
- » Reduce Speeding and Aggressive Driving
- » Enhance Work Zone Safety
- » Improve Post Crash Survivability
- » Reduce Distracted Driving

# Elements of Strategic Planning

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- » Vision – The inspiration and framework for the plan
- » Mission – A formal, short, written statement on the purpose
- » Goal – The reason for the plan
- » Objectives – The change that will be accomplished
- » Performance Measures – How to determine whether the change takes place
- » Strategies – How the objective will be achieved
- » Action Plans – The steps to implement the strategy



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- » **Strategies – How the objective will be achieved**
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# Goals for the Webinar

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- » Review data to understand nature and extent of the problem
  - Identify traffic safety problems in your community
- » Provide input on what should be included in the updated plan to address defined safety problems
  - Determine strategies to reduce the number of fatalities and severe injuries on California roadways.

# Strategy/Action Step Example

Reduce the likelihood of vehicles leaving the travel lane(s) at high crash and risk locations by improving the roadway, the roadside, and traffic control devices.

*Expand installation and maintenance of centerline, edge line, and shoulder rumble strips.*

*Upgrade and improve shoulders where possible, maintain shoulders to reduce debris and edge drop-offs, and use beveled pavement edges, particularly on higher speed roadways.*

# Focus Populations Definition

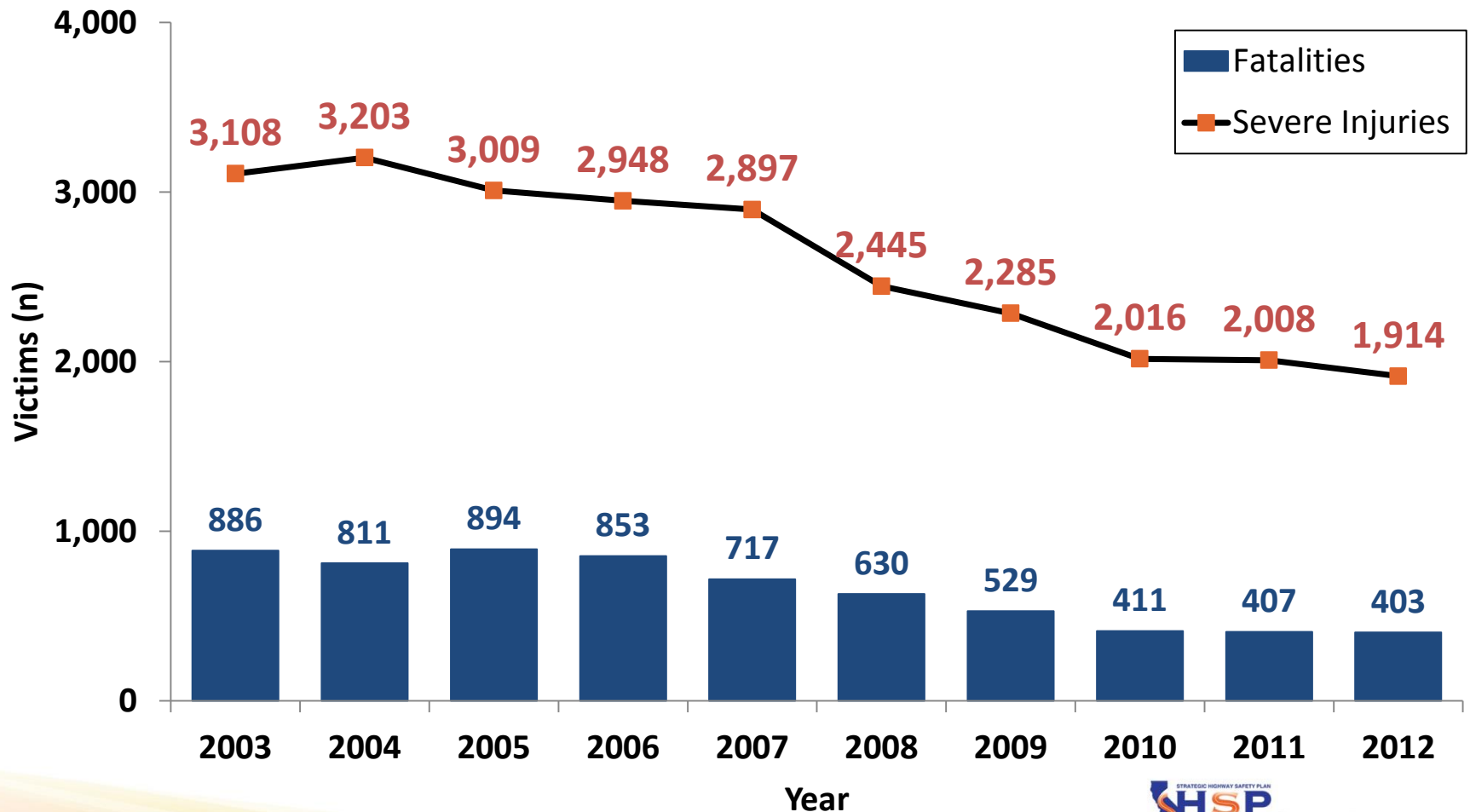
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- » Younger Road Users
  - Age 15 to 20
- » Older Road Users
  - Age 65+
- » Commercial Vehicle Drivers
- » Motorcyclists

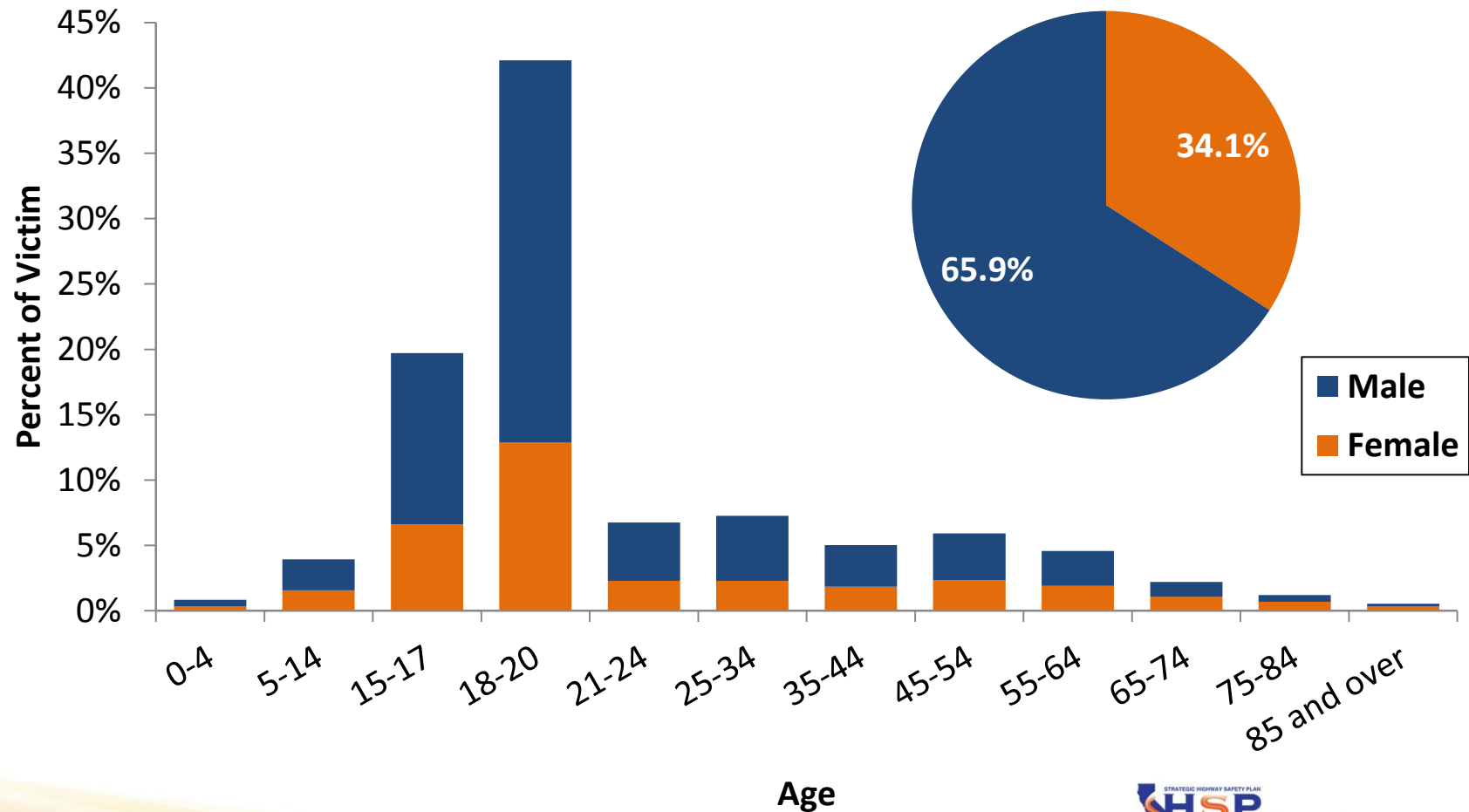
\* Collisions involving the particular focus population listed above include road users of all ages and vehicle types. Therefore, fatal and severe injury victims summarized in subsequent slides will also include road users of all ages and vehicle types.



# Younger Road Users: Fatal & Severe Injury Trends

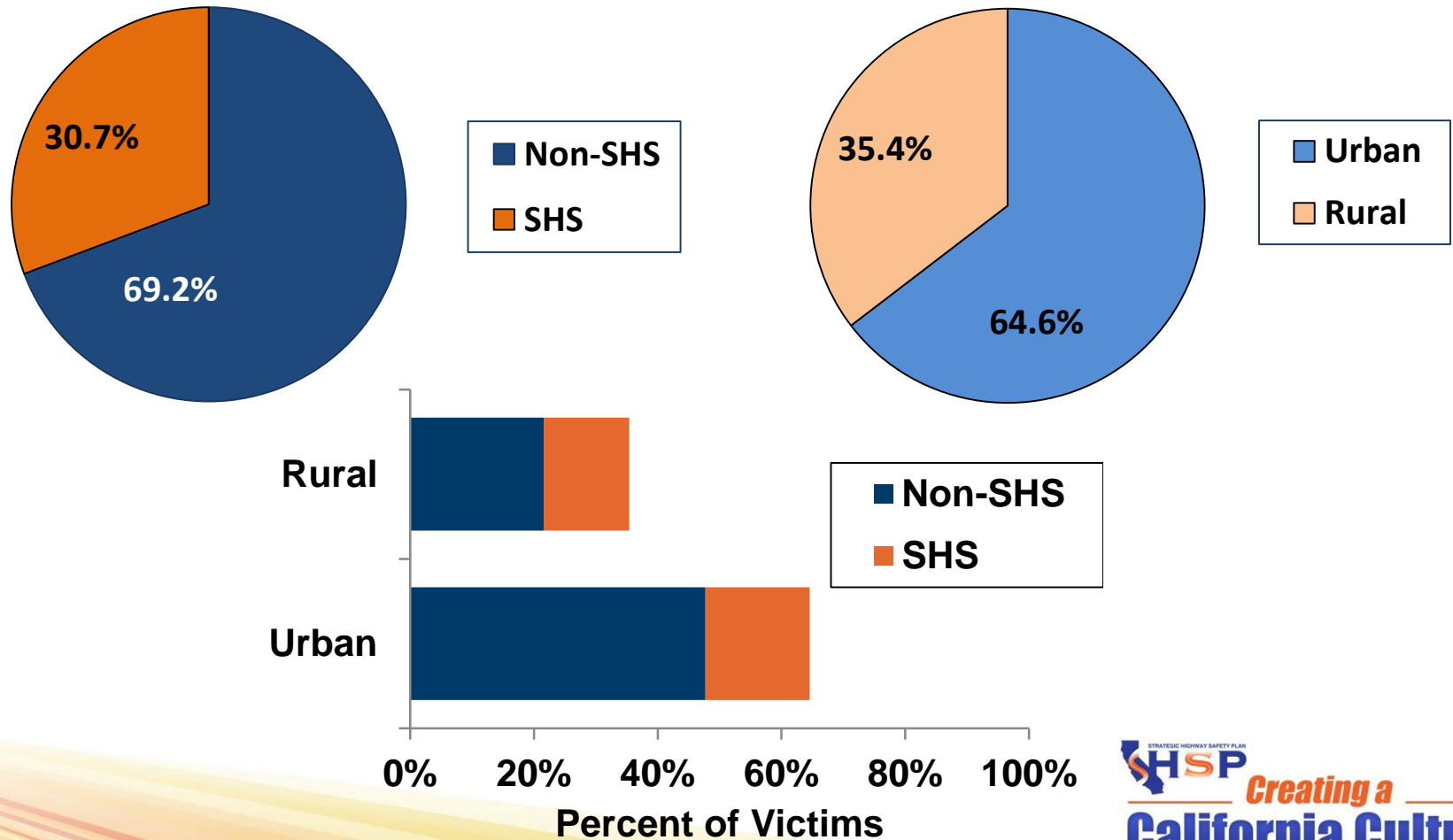


# Younger Road Users: Fatal & Severe Injury By Gender and Age



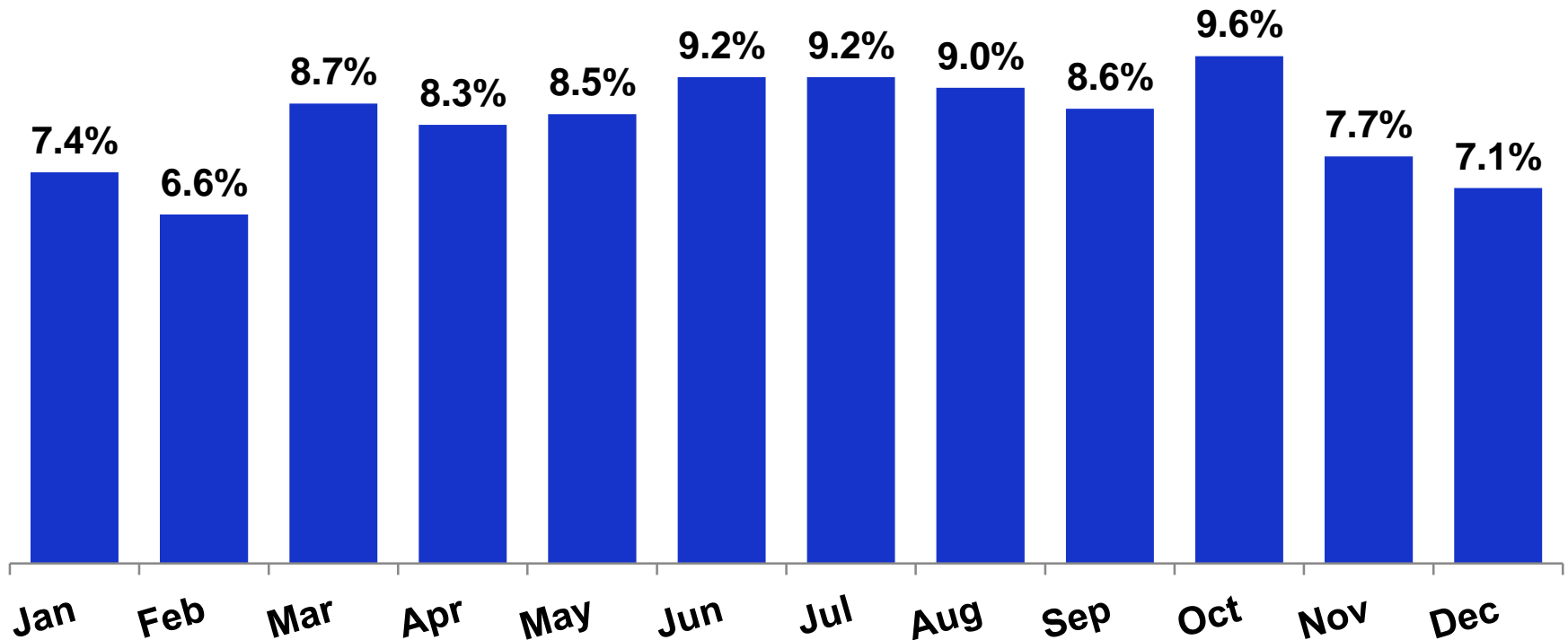
Source: SWITRS, 2010-2012

# Younger Road Users: Fatal & Severe Injury By Location



Source: SWITRS, 2010-2012

# Younger Road Users: Fatal & Severe Injury By Month



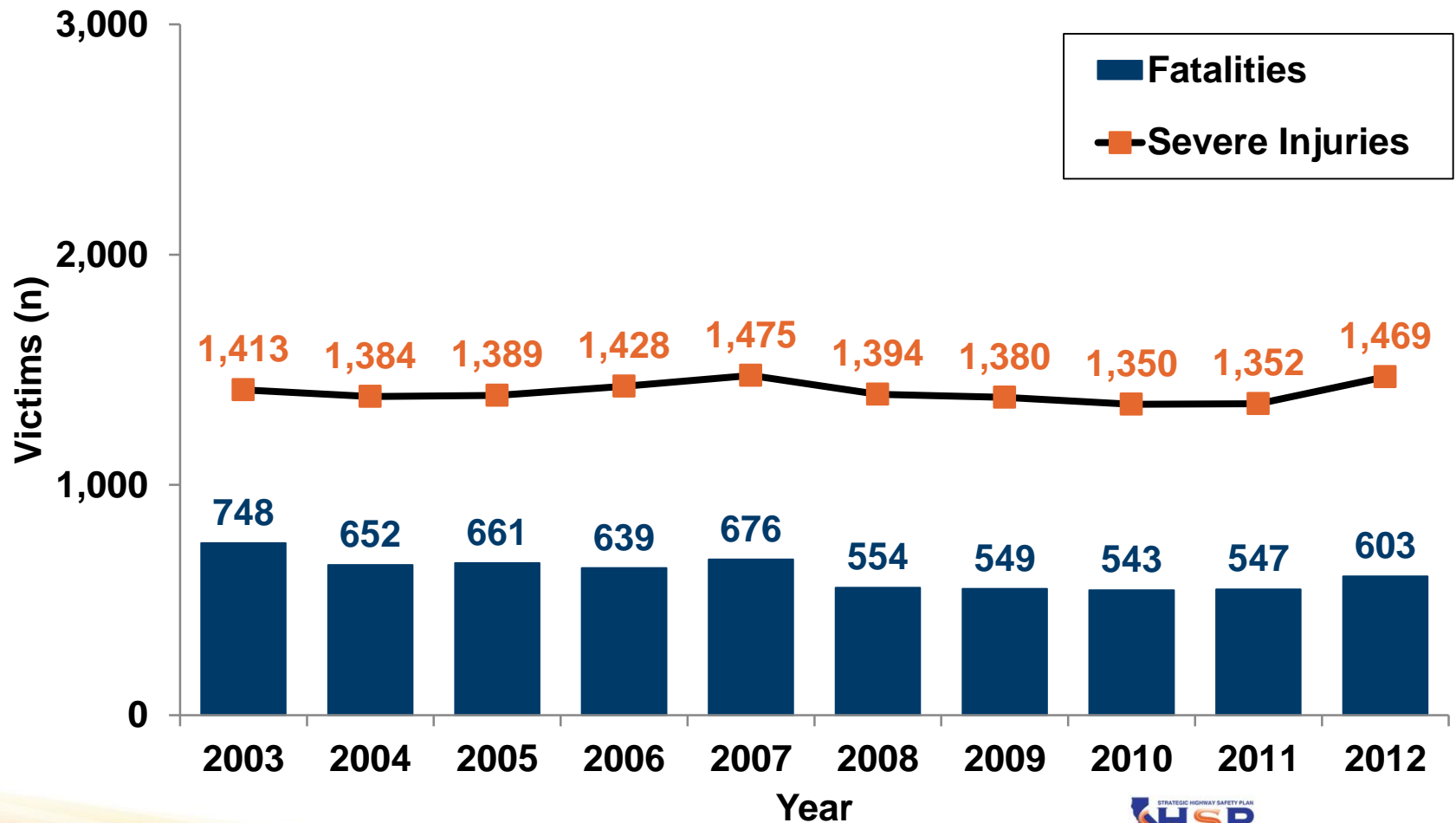
Source: SWITRS, 2010-2012



# Younger Road Users: Fatal and Severe Injury By Time of Day and Day of Week

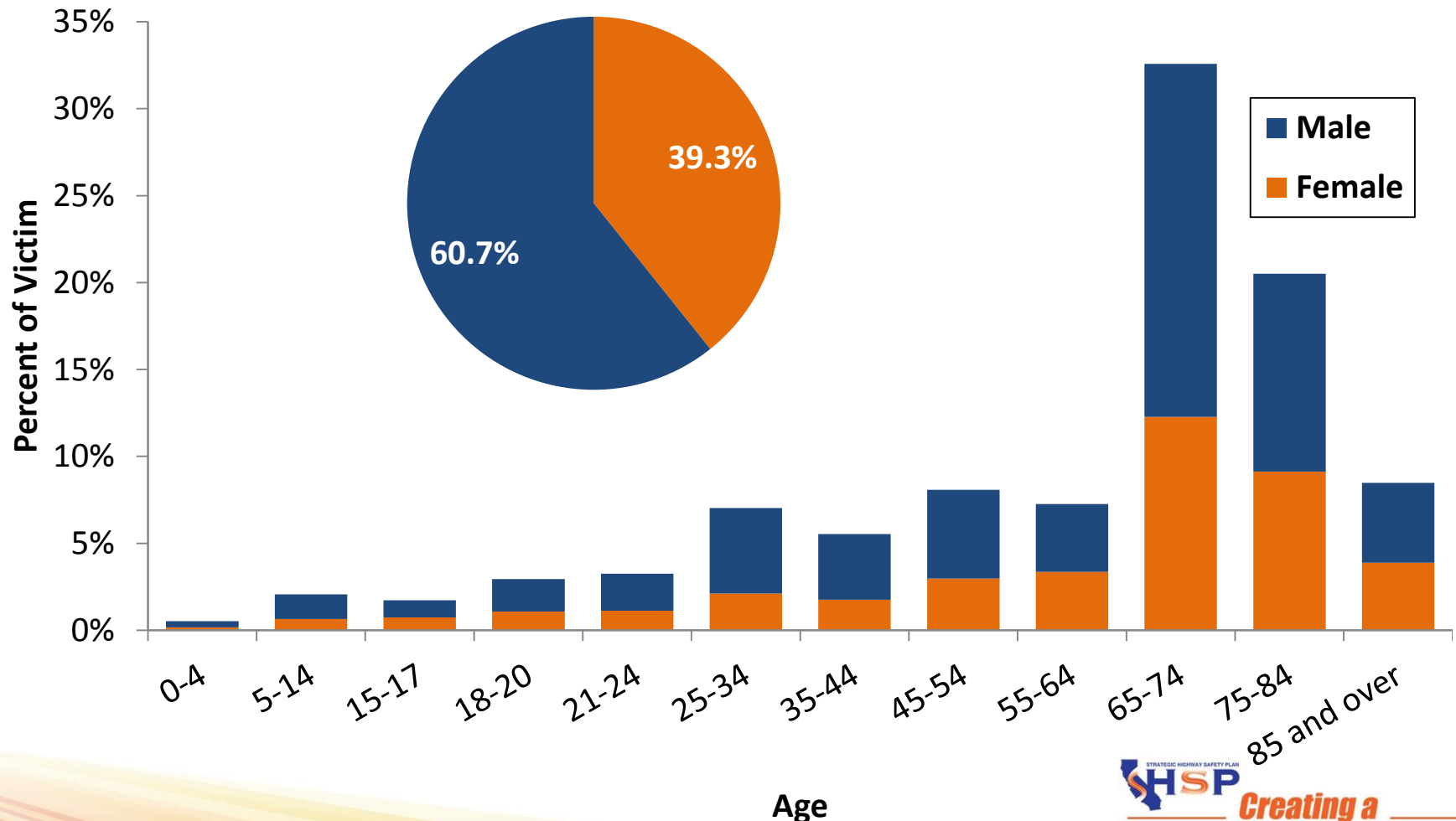
Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight-3AM	81	55	61	86	118	279	295
3-6AM	52	39	39	46	48	123	179
6-9AM	85	85	82	96	84	80	52
9AM-Noon	67	61	80	55	73	106	77
Noon-3PM	117	108	128	128	143	152	131
3-6PM	215	200	164	182	208	177	160
6-9PM	180	149	171	180	210	195	190
9PM-Midnight	100	126	123	132	221	237	148

# Older Road Users: Fatal & Severe Injury Trends



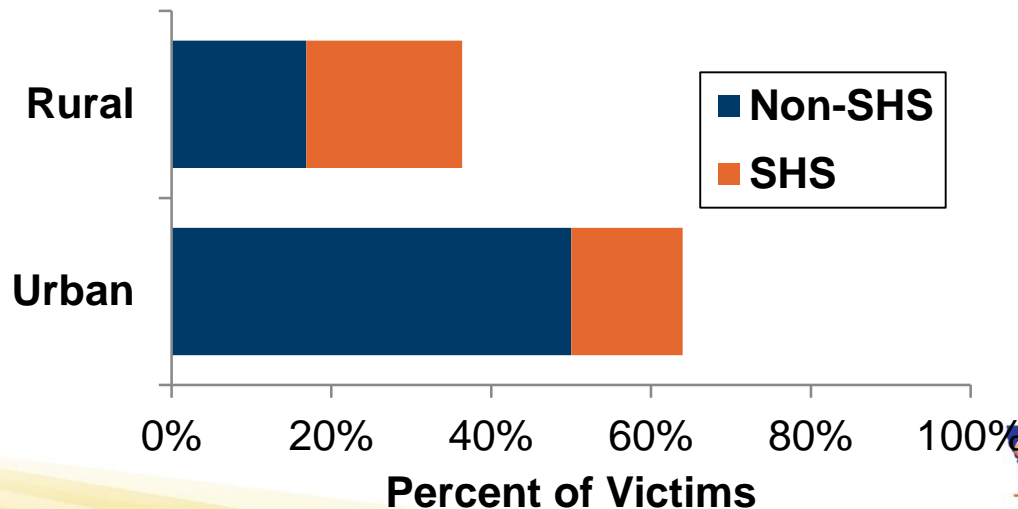
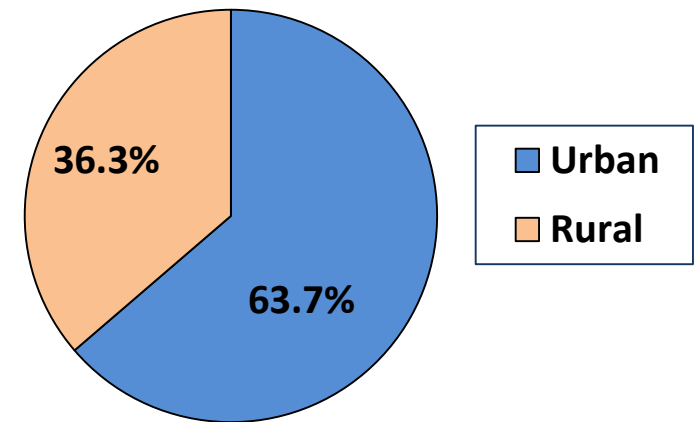
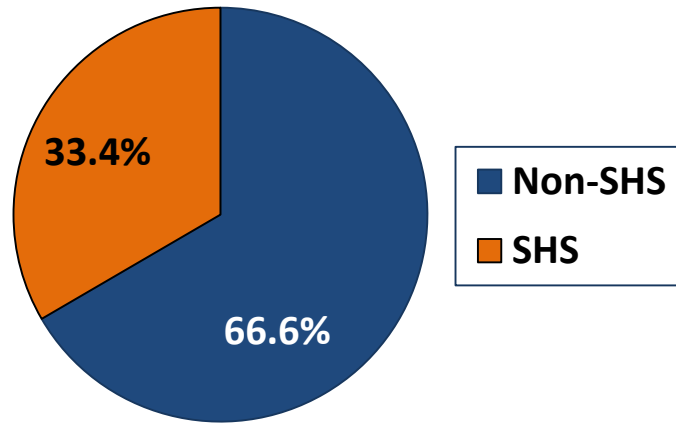
Source: SWITRS, 2010-2012

# Older Road Users: Fatal and Severe Injury By Gender and Age



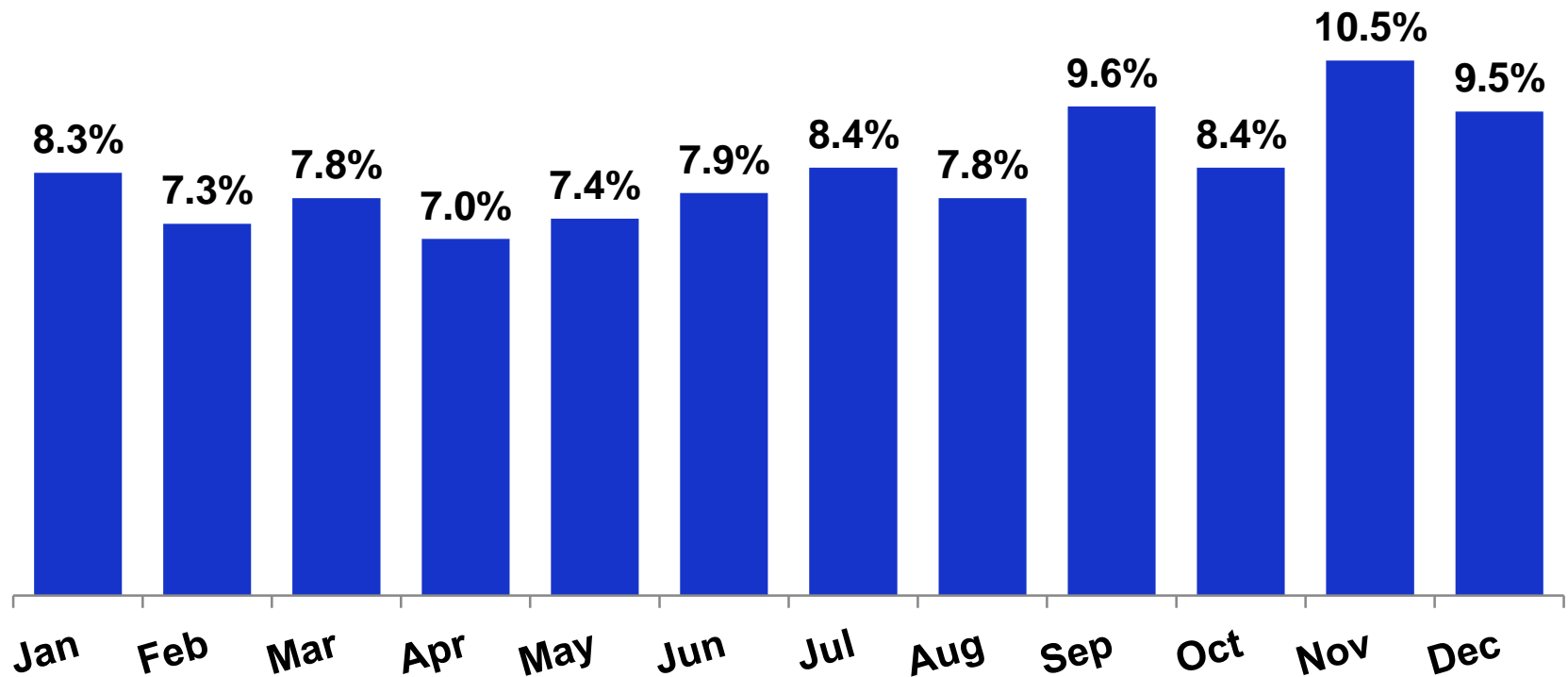
Source: SWITRS, 2010-2012

# Older Road Users: Fatal & Severe Injury By Location



Source: SWITRS, 2010-2012

# Older Road Users: Fatal & Severe Injury By Month



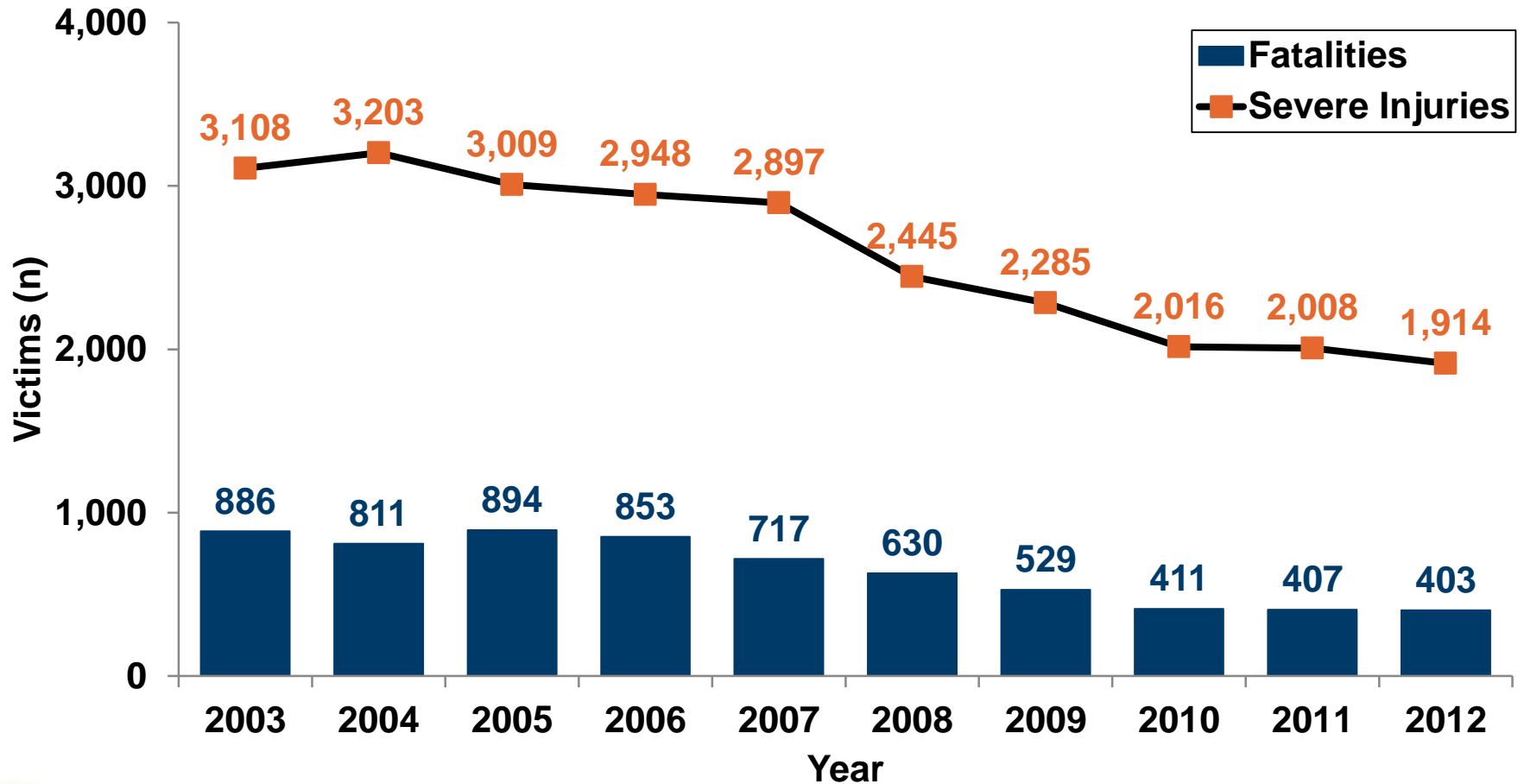
Source: SWITRS, 2010-2012



# Older Road Users: Fatal & Severe Injury By Time of Day and Day of Week

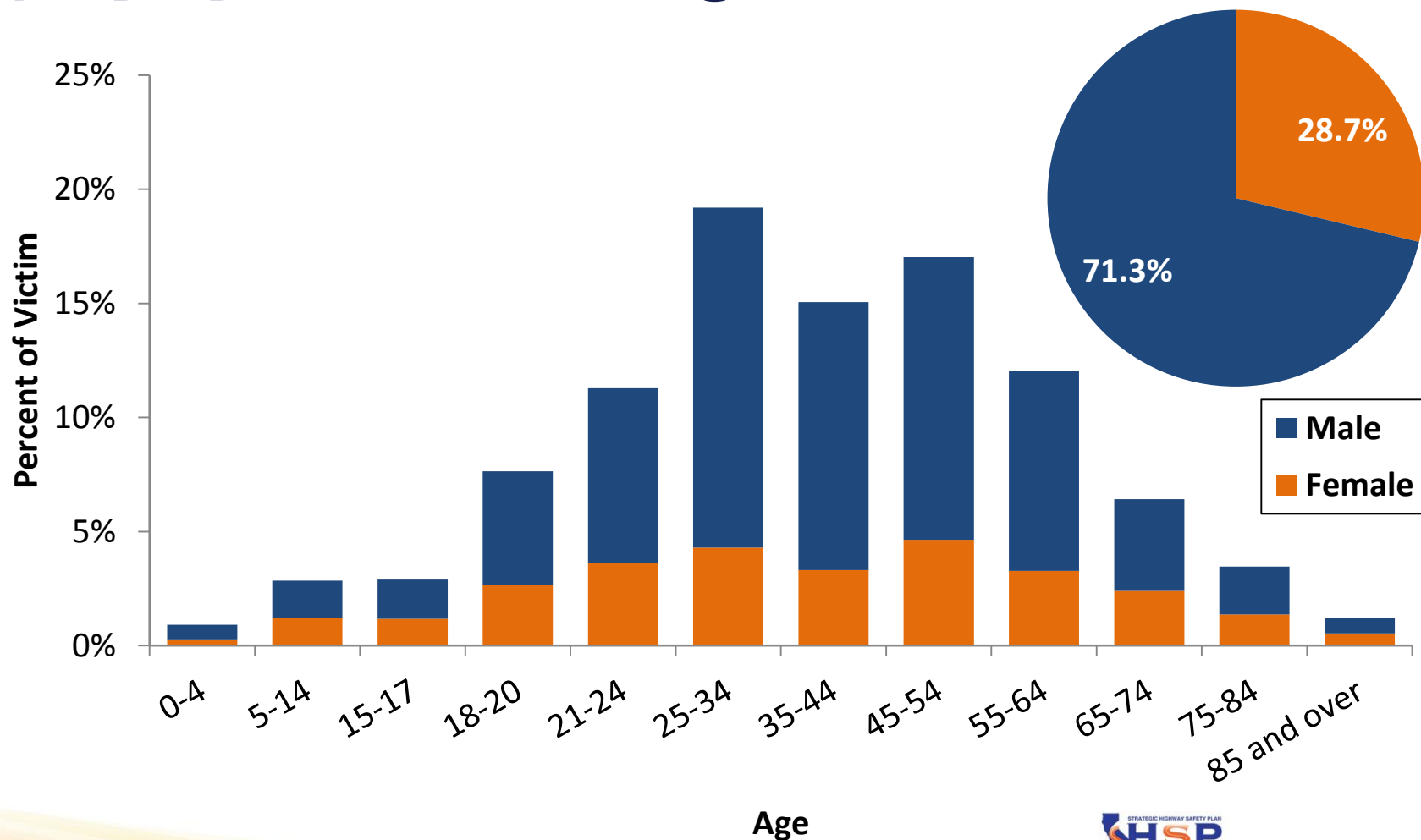
Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight-3AM	10	20	11	12	11	26	54
3-6AM	21	29	25	26	42	22	22
6-9AM	119	102	109	89	110	84	58
9AM-Noon	154	150	155	142	155	135	130
Noon-3PM	164	186	174	199	222	150	191
3-6PM	183	188	202	187	219	175	156
6-9PM	104	139	129	143	126	123	144
9PM-Midnight	47	40	33	40	62	63	52

# Commercial Vehicle Drivers: Fatal and Severe Injury Trends

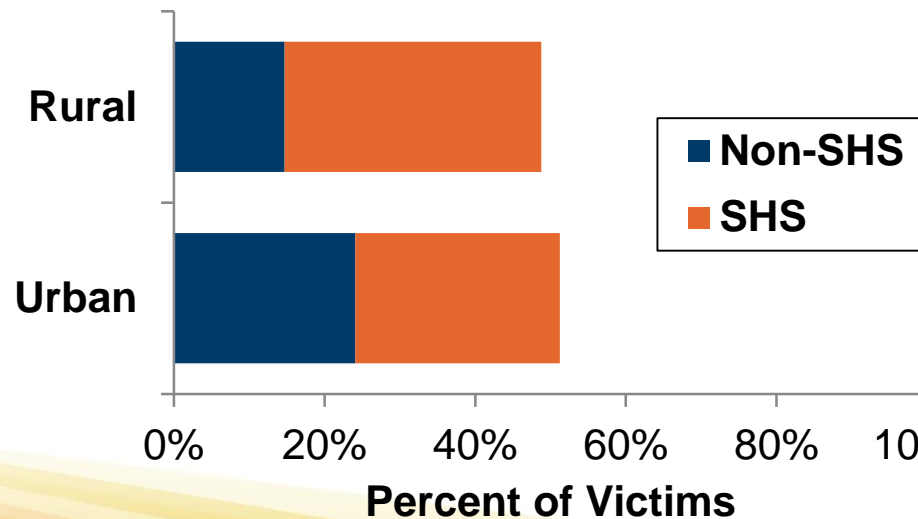
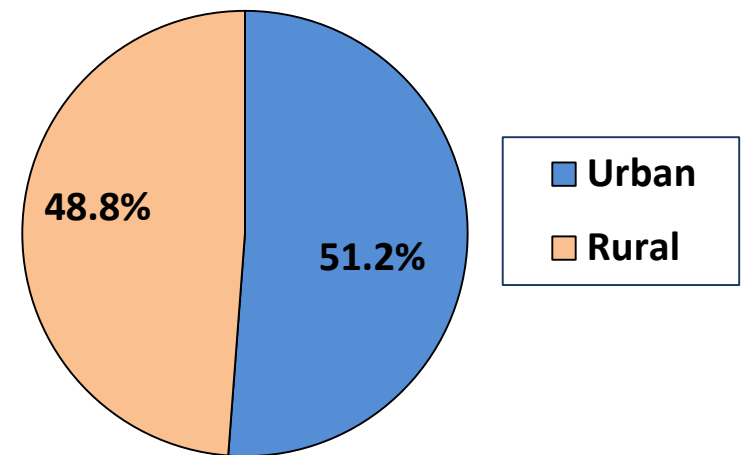
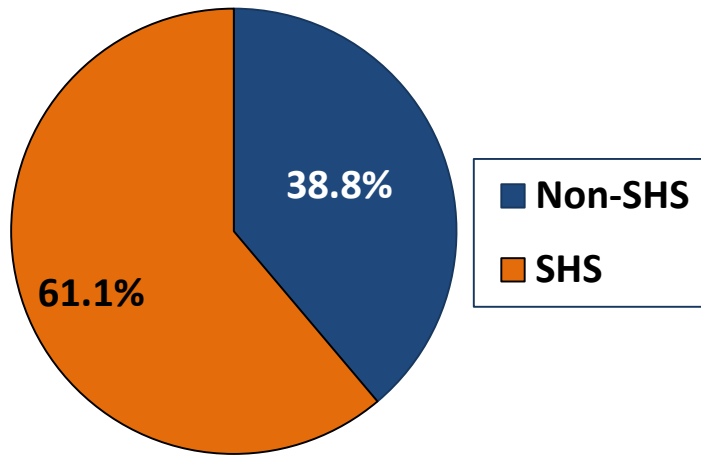


Source: SWITRS, 2010-2012

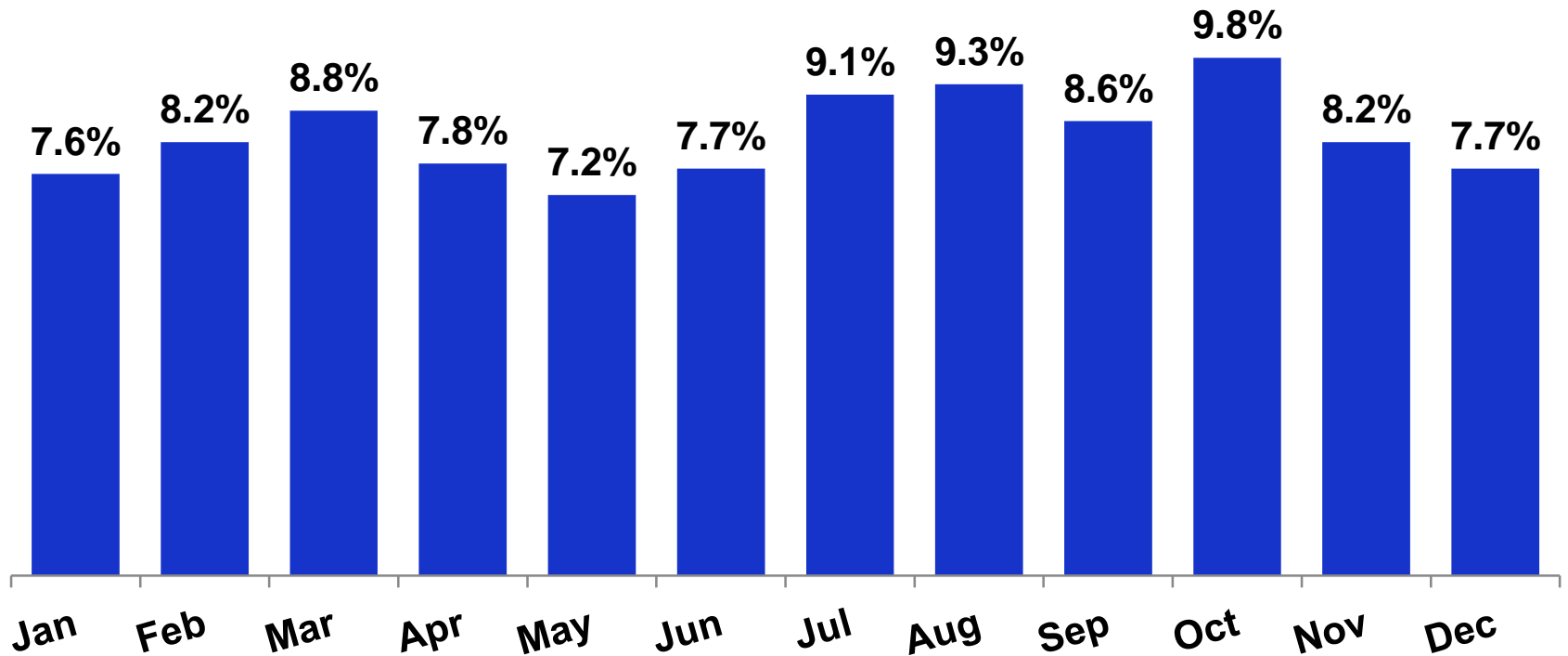
# Commercial Vehicle Drivers: Fatal & Severe Injury By Gender and Age



# Commercial Vehicle Drivers: Fatal & Severe Injury By Location



# Commercial Vehicle Drivers: Fatal & Severe Injury By Month



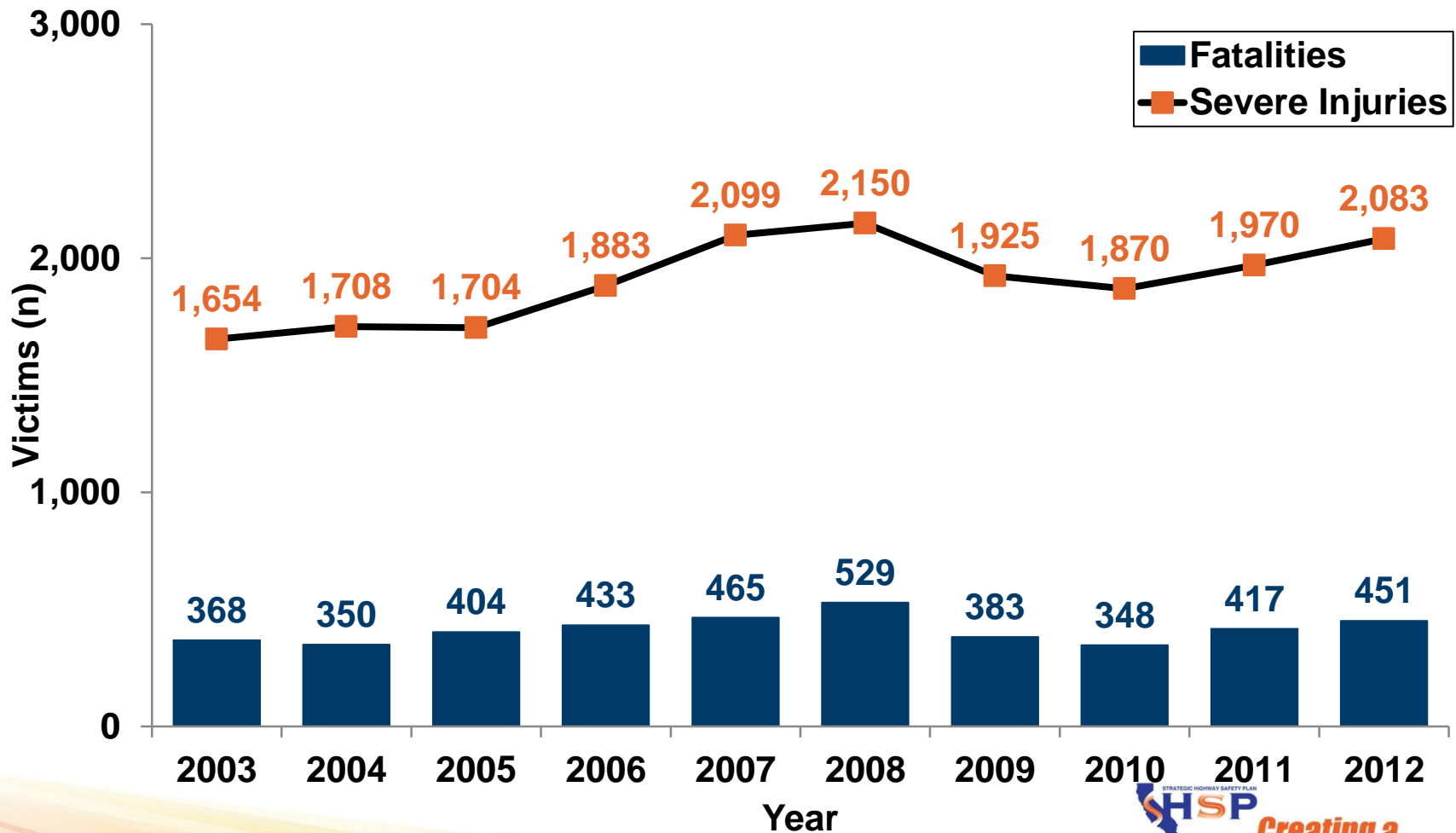
Source: SWITRS, 2010-2012



# Commercial Vehicles: Fatal & Severe Injury By Time of Day and Day of Week

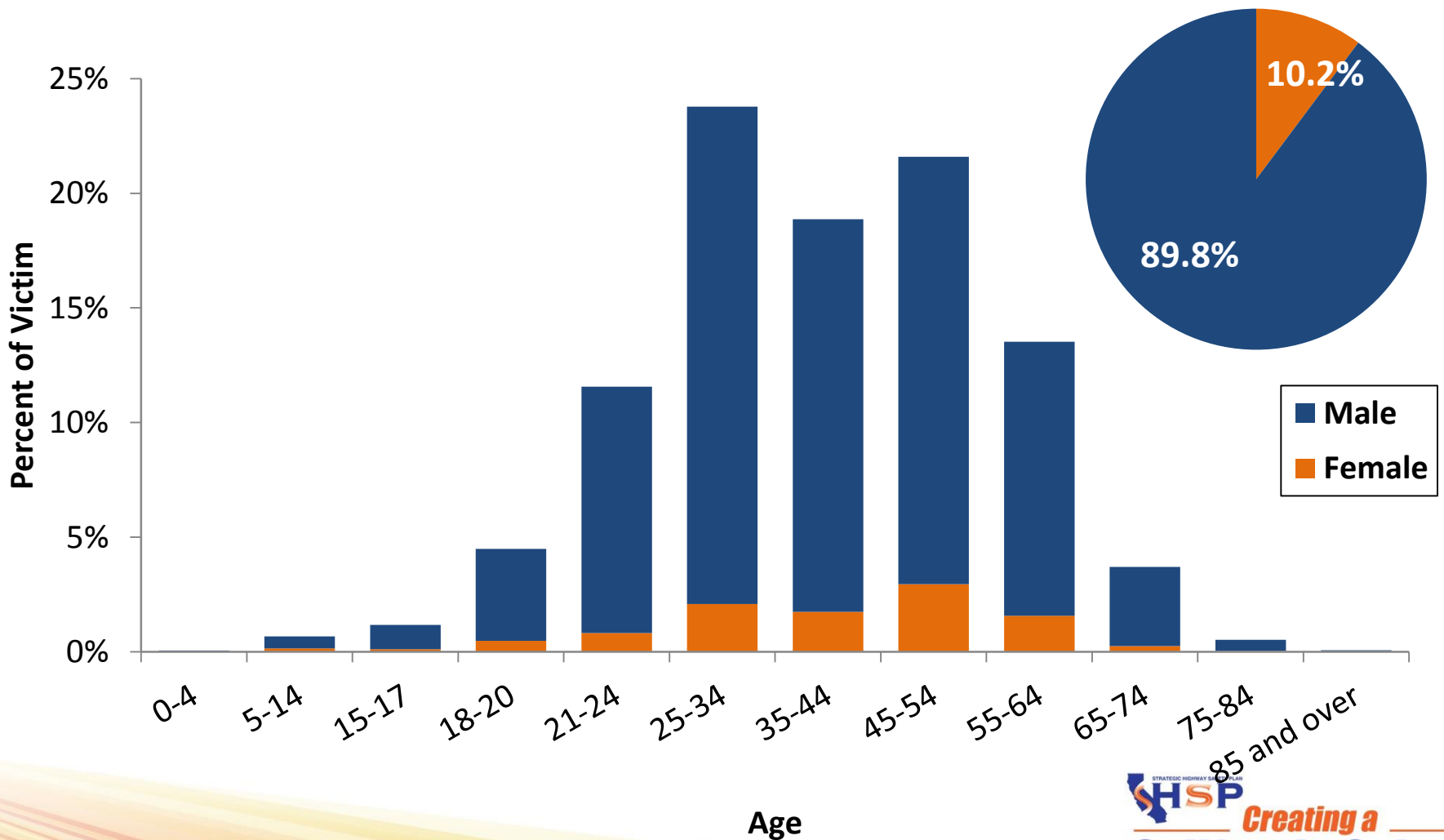
Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight-3AM	31	28	44	51	36	47	34
3-6AM	28	30	35	27	53	45	30
6-9AM	68	70	61	54	65	53	17
9AM-Noon	77	54	60	62	87	26	13
Noon-3PM	82	84	96	81	92	40	20
3-6PM	55	71	56	64	80	27	17
6-9PM	56	50	36	52	41	24	22
9PM-Midnight	40	44	42	35	32	21	25

# Motorcyclists: Fatal and Severe Injury Trends



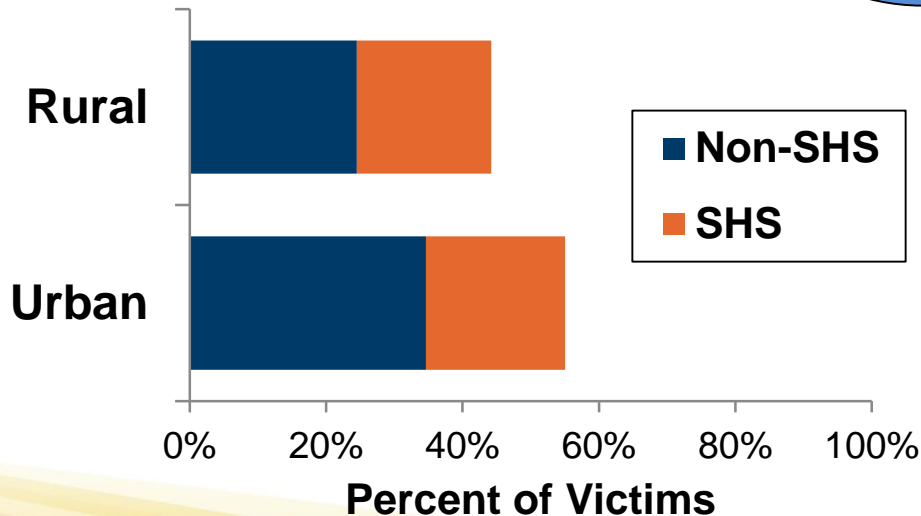
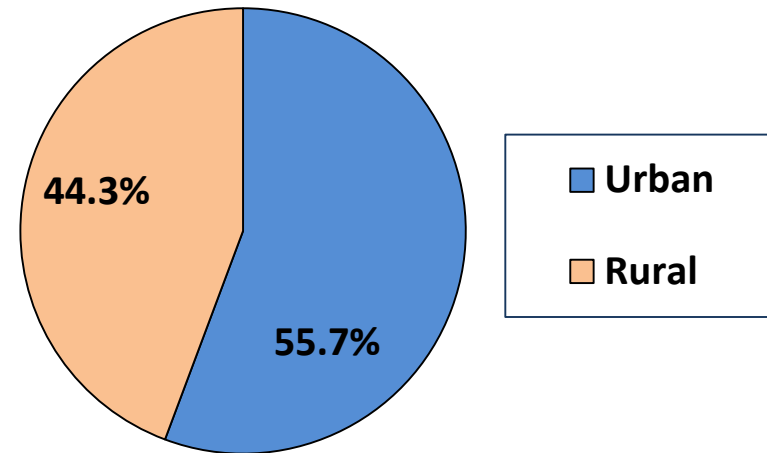
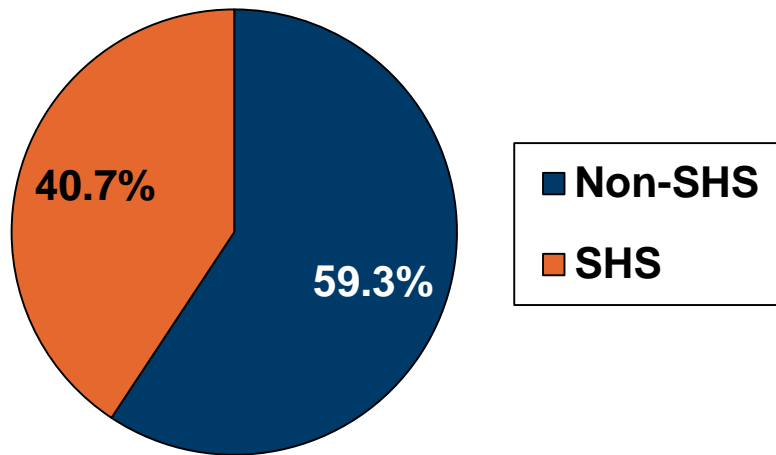
Source: SWITRS, 2010-2012

# Motorcyclists: Fatal & Severe Injury By Gender and Age



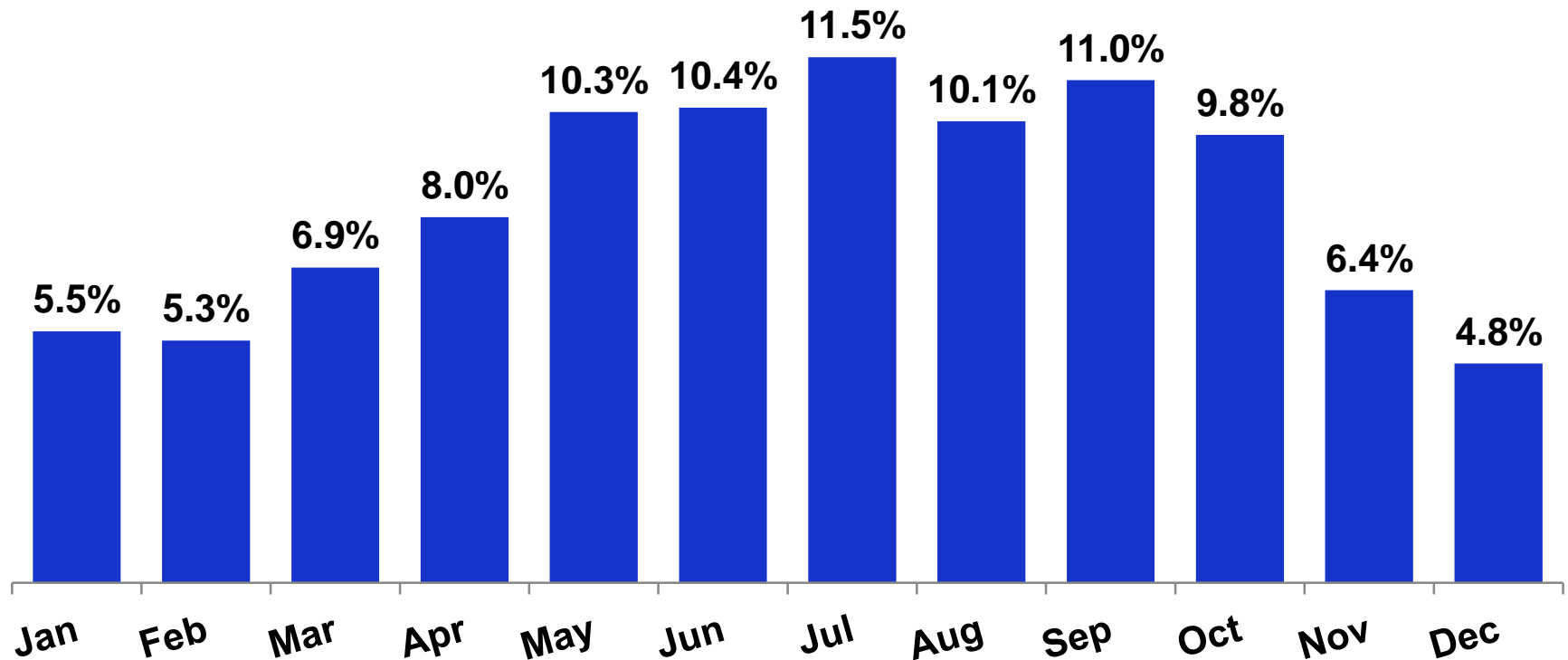
Source: SWITRS, 2010-2012

# Motorcyclists: Fatal & Severe Injury By Location



Source: SWITRS, 2010-2012

# Motorcyclists: Fatal & Severe Injury By Month



Source: SWITRS, 2010-2012

# Motorcyclists: Fatal & Severe Injury By Time of Day and Day of Week

Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight-3AM	28	23	28	44	54	94	73
3-6AM	32	22	27	37	27	31	26
6-9AM	81	112	90	84	83	63	43
9AM-Noon	87	99	91	89	121	223	204
Noon-3PM	149	140	127	139	200	334	342
3-6PM	205	211	194	256	295	329	333
6-9PM	152	184	167	174	191	200	187
9PM-Midnight	65	60	72	75	131	129	82



# Participant Input

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- » What safety issues are you facing in your community regarding younger and older road users, commercial drivers, and/or motorcyclists?
- » What ideas are working in your area to improve safety for any or all of these groups?
- » What can make a difference in increasing safety for any or all of these groups?
- » What barriers exist to successfully addressing safety problems?
- » What suggestions do you have for the SHSP Leadership to address these focus populations?

# Webinar Schedule

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## » October 28, 2014

- Tribal Safety
- Focus Populations (young drivers, older drivers, commercial drivers, motorcyclists)

## » October 29, 2014

- Driver Behavior (impaired driving, seat belts, speeding, distracted driving)
- Infrastructure & Operations (roadway departures, intersections, work zones)

## » October 30, 2014

- Vulnerable Road Users (pedestrians, bicyclists)
- Emergency Medical Services (EMS)

# Safety Summits

## » Southern California

- November 12, 2014
- 8:00 am to 1:00 pm
- Cal State - Los Angeles,  
Golden Eagle Student Union

## » Northern California

- November 14, 2014
- 8:00 am to 1:00 pm
- Cal State - Sacramento,  
University Union



Register at:

<http://www.dot.ca.gov/hq/traffops/shsp>

**DEADLINE TO REGISTER:**

**NOVEMBER 5, 2014**

# Next Steps

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» Visit the SHSP Website at

<http://www.dot.ca.gov/hq/traffops/shsp/>

- Provide comments on the SHSP Update
- Sign up to participate in the Summits
- Sign up to participate on Challenge Area teams

**For more information, contact:**  
**Ursula Stuter, SHSP Update Project Manager**  
**Caltrans**  
**916-654-6101**  
**[Ursula.stuter@dot.ca.gov](mailto:Ursula.stuter@dot.ca.gov)**